



**BBA in International Business**

**Program Structure**

**2015 – 2016**

**ADYPU School of Management**

**Ajeenkya DY Patil University**

**Charholi (BK) Lohegaon, Pune – 412105**

**Maharashtra, India.**

**BBA in International Business**

Name of Course: BBA in International Business

Eligibility: XII in Arts or Science or Commerce

Duration: 3 Years

The process of internationalization together with continuous technology improvements, especially in the last three decades, has brought unprecedented flows of goods, services, labour and capital across national boundaries. World trade has become increasingly important, foreign direct investment is growing, and the competitive pressures on many industries and firms have intensified. There are big challenges for companies which operate internationally. They are becoming engaged in modes of business that are different from those they are accustomed to domestically. Therefore, it is important to develop a better understanding of how these multinational firms are managed and controlled.

The **Bachelor of Business Administration program** with specialization in **International Business** will enable students to understand how firms become and remain international in scope. They will learn to apply management theories and techniques important in an increasingly multinational business environment. New research findings, case studies and comparative perspectives on the management of internationally operating firms will help students to understand these issues in more detail, and that the local adaptation of business and management concepts developed elsewhere is crucial.

The program aims to prepare students for careers requiring global business awareness and to develop skills required to work in internationally operating companies and organizations. It provides the students with many opportunities, both to apply the theoretical knowledge acquired during the modules, and to develop a more in-depth understanding of common problems emerging in an international business environment.

**The Program**

An International Business Education can be the backbone for economic, political and social systems at all levels. Most jobs in international business will be done in one’s own community where the employee has to deal with a representative in another country who will liaise between the employee and the firm’s ultimate consumers.

The course aims at preparing students to work in such an environment that requires people, who do not only have the basics of management, but also understand how to move in a diverse, multicultural world.

Primarily, the exceptionality of the course is purely based on experiential learning. Besides, this student will learn the art of selling through various subjects of marketing and communication using various tools like advertising, public relations, brand communications and event management.

Students are given exposure through practical based assignments and projects. In order to enhance their managerial skills, students are taught the fundamentals of management, human resources, marketing and finance leading to understanding the business sense of managing a business.

A suite of core courses introduces fundamental concepts, theories, issues, and statistical methods and builds skills in reasoned argument, research, and critical thinking. Students develop inventiveness and apply creativity to come up to come up with effective solutions to new problems.

Subsequent courses integrate analysis and research, emphasizing observation, production, and consumption as critical processes in which students continually engage, while also emphasizing systematic inquiry that involves students in research activities. The courses foster critical understanding of the ways that individuals, groups, and societies create meanings about their worlds through management education.

Earlier on the program students will explore the varied facets of management, international business, organizational behavior, and international language like French. Each of the courses has dedicated assignments and projects.

The Programme emphasizes on understanding, responding and shaping the dynamic and changing nature of business and the consideration of the future of organizations within the global business environment, including the management of risk. It also addresses issues at national and international business levels where specific emphasis is placed upon the international context. The programme enables graduates to develop and demonstrate appropriate business and cultural understanding. Where appropriate, foreign language capability and business and cultural awareness are also developed prior to periods of work or study abroad.

**Career Opportunities in International Business (IB)**

A career in international business is especially suitable for people with an entrepreneurial flair and those who have good communication skills. A career in international business usually starts with a job opportunity in a multinational company for most professionals where their job description may vary hugely according to their education and skills.

The **Bachelor of Business Administration** with specialization in **International Business** program aims at preparing students to succeed in the global business environment. The program focuses on providing students with business concepts of the international community. The coursework deals with management techniques that are applied to overseas firms and corporations. Students develop understanding of what factors affect a global firm. Topics studied include strategic planning, trade policies, culture diversification, public policy, and marketing. The degree program enables students to analyze the international market scenario, where they can skilfully recognize business opportunities and learn how to exploit them profitably.

**Where to Work - Industries to Consider**

A career in international business can be established in many different industries such as:

* Imports
* Exports
* Operations
* Marketing
* Supply Chain Management
* Direct Investment
* Licensing

This list is just a small part of the whole field of international business.

**Occupations to Explore**

As demand for high quality international business degree graduates increases, so too do the salaries paid. It is pursued by professionals who intend to specialize in global marketing and ongoing education of socio-economic and political factors which affect it.

The growth of international business has created a demand for people who have knowledge of global markets. With an international business degree, you could work in a number of positions in many different industries. Some common job titles for international business degree holders include:

* **Management Analyst**: Management analysts help to improve organizational efficiency, reduce costs, and increase revenues. Companies who are interested in expanding have a particular need for management analysts who can offer advice on doing business foreign markets.
* **International Sales Representative**: International sales representatives and managers contact potential clients in foreign countries to sell products and services. They may handle sales campaigns, sales contracts, and similar tasks.
* **Market Research:** A market researcher oversees marketing policies. They also help to research potential markets and plan marketing campaigns.
* **Entrepreneur:** An international business degree can also assist a candidate with entrepreneurial endeavours. The education that comes with this degree will make it easier to do business in the global marketplace.
* **International Banking Officer:** As an International Banking Officer or Associate one can see annual earnings of $50,000 to $60,000 or more depending on one’s area of specialization. One could either be working in a domestic banking institution with foreign accounts or foreign owed institutions who are licensed to do business in that country. Work experience in this career can lead to many other international positions such as managerial posts within finance departments, or with global organizations such as the World Bank.
* **Cultural Advisers:** Cultural Advisers work with international business people who need varying degrees of instruction in foreign languages and cultures. These professionals generally specialize in specific areas of business such as technology, management, banking, law, media, or education. Cultural advisers can also assist in market research for companies wishing to expand their market overseas, and in foreign career placement.
* **International Financial Analyst:** An international financial analyst monitors and reports on finances for international operations. They may create budgets and assist with strategic planning.

There are also lots of job opportunities in India as well as in international companies. The job titles include:

* Account Manager
* Brand Manager
* Management Consultant
* Business Development Manager
* Export Manager
* International Product Manager
* Area Sales Manager
* Industrial Development Analyst
* Business Development Advisor
* International Marketing Researcher
* International Publicity Agent
* International Trade Policy Advisor
* International Trade Analyst
* International Counsellor or Adviser
* International Marketing Analyst
* International Business Consultant

**Program Structure**

**Bachelors Courses (Other than engineering & design) Suggested distribution:**

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| --- | --- | --- |
| **Legends** | | |
| **CL:** Class Room Interaction | **PA:** Presentations & Assignments | **TU:** Tutorials |
| **GE:** General Education  Course | **SF:** Subject Fundamentals (Common Subjects with Management) | **CC:** Specialization Core Courses |
| **DE:** Specialization Sequence   with Directed Electives | **FE:** Free Electives |  |

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| **Semester – I Total Credits - 17** | | | | | | | |
| **Subject  Code** | **Subject Title** | **Module  Type** | **Credits** | **Contact Hours** | | | |
| **CL** | **PA** | **TU** | **Total** |
| MGT101 | Management Concepts  and Process | CC | 2 | 25 | - | 5 | 30 |
| MGT102 | Managerial Economics | CC | 2 | 25 | - | 5 | 30 |
| COM101 | Accounting - I | CC | 2 | 20 | 10 | - | 30 |
| COM102 | Quantitative Techniques for Management | CC | 2 | 25 | 5 | - | 30 |
| GEN114 | English - I | GE | 2 | 25 | - | 5 | 30 |
| GEN125 | French - I | GE | 1 | 15 | - | - | 15 |
| GEN121 | Introduction to  Communication Science | GE | 2 | 25 | 5 | - | 30 |
| GEN122 | Introduction to Public Speaking | GE | 2 | 25 | 5 | - | 30 |
| GEN123 | User Innovation - A Path  to Entrepreneurship | GE | 2 | 25 | 5 | - | 30 |

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| **Semester - II Total Credits - 17** | | | | | | | |
| **Subject  Code** | **Subject Title** | **Module  Type** | **Credits** | **Contact Hours** | | | |
| **CL** | **PA** | **TU** | **Total** |
| MGT104 | Organizational Behaviour | CC | 2 | 25 | - | 5 | 30 |
| MGT105 | Applied Macro Economics | CC | 2 | 25 | - | 5 | 30 |
| MGT106 | International Business Environment | DE | 2 | 25 | - | 5 | 30 |
| COM103 | Accounting – II | CC | 2 | 20 | 10 | - | 30 |
| GEN205 | English – II | GE | 2 | 25 | - | 5 | 30 |
| GEN209 | French – II | GE | 1 | 15 | - | - | 15 |
| GEN118 | Reasoning and Thinking (Part - I) | GE | 2 | 25 | 5 | - | 30 |
| GEN124 | Management of Business and Entrepreneurship Development (Part - I) | GE | 4 | 45 | 10 | 5 | 60 |

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| **Semester - III Total Credits - 20** | | | | | | | | |
| **Subject  Code** | **Subject Title** | **Module  Type** | **Credits** | **Contact Hours** | | | | |
| **CL** | | **PA** | **TU** | **Total** |
| MGT201 | Marketing Management | CC | 2 | 25 | | 5 | - | 30 |
| MGT202 | Financial Management | CC | 2 | 20 | | 10 | - | 30 |
| MGT203 | Human Resource Management | CC | 2 | 25 | | - | 5 | 30 |
| MGT206 | Branding, Innovation and Creativity | SF | 2 | 25 | | 5 | - | 30 |
| MGT207 | Fundamentals of Foreign Trade | DE | 2 | 25 | | - | 5 | 30 |
| MGT208 | Business Information System | CC | 2 | 25 | | 5 | - | 30 |
| CSC101 | Computer Fundamentals | CC | 2 | 20 | | 10 | - | 30 |
| GEN209 | Reasoning and Thinking (Part - II) | GE | 2 | 25 | | 5 | - | 30 |
| GEN210 | Management of Business and Entrepreneurship Development (Part - II) | GE | 4 | 45 | | 10 | 5 | 60 |
| **Semester - IV Total Credits - 13** | | | | | | | | |
| **Subject  Code** | **Subject Title** | **Module  Type** | **Credits** | | **Contact Hours** | | | |
| **CL** | **PA** | **TU** | **Total** |
| MGT209 | Introduction to Business & Brands | SF | 2 | | 25 | - | 5 | 30 |
| MGT210 | EXIM Procedures and Documentation | DE | 2 | | 25 | - | 5 | 30 |
| MGT103 | Business Research Methods | CC | 2 | | 20 | 10 | - | 30 |
| MGT211 | Services Marketing | CC | 2 | | 25 | - | 5 | 30 |
| COM104 | Fundamentals of Business Tax | CC | 2 | | 25 | 5 | - | 30 |
| MAC203 | Corporate Communication | CC | 2 | | 20 | 10 | - | 30 |
| LAW101 | Indian Constitution | FE | 1 | | 15 | - | - | 15 |
| MGT212 | Foreign Exchange Management | FE | 1 | | 15 | - | - | 15 |

**Note: Students to choose any one Subject from Two Free Electives (FE) given above.**

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| **Semester - V Total Credits - 19** | | | | | | | |
| **Subject  Code** | **Subject Title** | **Module  Type** | **Credits** | **Contact Hours** | | | |
| **CL** | **PA** | **TU** | **Total** |
| MGT301 | Persuasion and Salesmanship | DE | 2 | 25 | 5 | - | 30 |
| MGT302 | Experiential Branding | SF | 2 | 25 | 5 | - | 30 |
| MGT303 | Summer Internship | CC | 3 | - | - | 45 | 45 |
| MGT304 | Enterprise Resource Planning | CC | 2 | 25 | 5 | - | 30 |
| MGT305 | International Management | FE | 2 | 25 | - | 5 | 30 |
| MGT306 | International Marketing Research | FE | 2 | 25 | - | 5 | 30 |
| MGT307 | International Financial Management | FE | 2 | 25 | - | 5 | 30 |
| MAC101 | Mass Media | SF | 2 | 25 | 5 | - | 30 |
| MAC107 | Creative Communication | SF | 2 | 20 | 10 | - | 30 |
| LAW201 | Business Law | CC | 2 | 25 | 5 | - | 30 |
| LAW202 | Legal Dimensions of International Business | FE | 2 | 25 | - | 5 | 30 |

**Note: Students to choose any two Subjects from Four Free Electives given above.**

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| **Semester - VI Total Credits - 10** | | | | | | | |
| **Subject  Code** | **Subject Title** | **Module  Type** | **Credits** | **Contact Hours** | | | |
| **CL** | **PA** | **TU** | **Total** |
| MGT204 | Digital Branding | DE | 2 | 25 | - | 5 | 30 |
| MGT308 | International Marketing | DE | 2 | 25 | - | 5 | 30 |
| MGT309 | Consumer Psychology | CC | 1 | 15 | - | - | 15 |
| MGT310 | Business Negotiation | CC | 1 | 15 | - | - | 15 |
| MGT311 | Final Project | CC | 4 | - | - | 60 | 60 |

**Total Credits Distribution as per Module Type**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Subject Code** | **Subjects** | **Module Type** | **Credits** |  |
| General Education | GE | 25% | 24 |  |
| Subject Fundamentals | SF | 10% | 10 |  |
| Core Course | CC | 47% | 45 | **57** |
| Directed Elective | DE | 13% | 12 |
| Free Elective | FE | 5% | 5 |  |
|  |  | **100** | **96** |  |

**TOTAL PROGRAM CREDIT SCHEME**

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| --- | --- | --- | --- |
| **SR NO** | **YEAR** | **SEMESTER** | **CREDITS ASSIGNED** |
| 1 | FIRST | I | 17 |
| 2 | II | 17 |
| 3 | SECOND | III | 20 |
| 4 | IV | 13 |
| 5 | THIRD | V | 19 |
| 6 | VI | 10 |
| **TOTAL Semesters** - **06** | | | **96** |